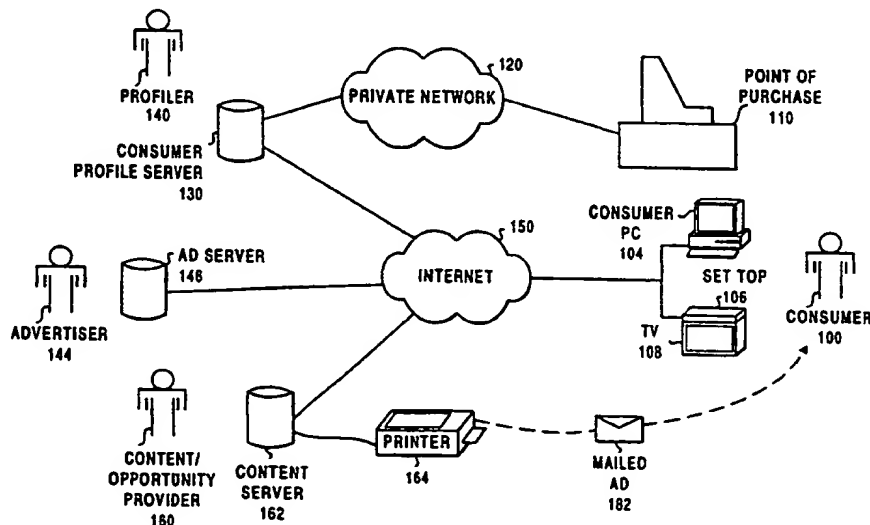




INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

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(54) Title: ADVERTISEMENT AUCTION SYSTEM



(57) Abstract

An advertisement auction system is presented in which content/opportunity providers (160) announce to advertisers (144) that they have an opportunity to present an advertisement to a consumer (100). The advertiser (144) transmits ad characterization information which is correlated with the consumer profile. Based on the results of the correlation, the advertisers (144) place bids for the advertisement opportunity. Upon acceptance of a bid the advertisement is delivered to the consumer (100). The system can be applied to a variety of media including Internet advertisements, advertisements delivered over cable television systems, and printed materials such as magazines and periodicals. The system allows consumers (100) to receive more targeted advertisements which match their lifestyle and interests, insures advertisers (144) that their ads will be received by the appropriate audience, and allows the content/opportunity provider (160) the ability to maximize revenue for the advertising opportunity.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US99/28629

A. CLASSIFICATION OF SUBJECT MATTER

IPC(6) : G06F 17/60

US CL : 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/14, 10, 26, 27, 37; 348/8

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
West, Dialog, Proquest Direct (NPL Site)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 98/34189 (ROTH et al) 06 August 1998 (06.08.1998), see entire document	1, 5, 9-11, 14, 17
Y		2-4, 6-8, 12-13, 15-16
Y,P	US 5,974,398 A (HANSON et al) 26 October 1999 (26.10.1999), See Figure 1, Columns 3-6; Column 7, lines 10-17; Column 9, lines 17-21; and Column 10, lines 23-31	1-8, 10, 12-14, 15-17
Y,P	US 5,933,811 A (ANGLES et al) 03 August 1999 (03.08.1999), See Columns 7-8 and 15	1, 5, 10, 14, 17
A	US 5,794,210 A (GOLDHABER et al) 11 August 1998 (11.08.1998), See entire document	1-17
A	US 5,752,238 A (DEDRICK) 12 May 1998 (12.05.1998), See entire document	1-17
A	US 5,740,549 A (REILLY et al) 14 April 1998 (14.04.1998), See entire document	1-17

☐

Further documents are listed in the continuation of Box C.

☐

See patent family annex.

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Date of the actual completion of the international search

18 May 2000 (18.05.2000)

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26 JUL 2000

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NOTIFICATION OF ELECTION

(PCT Rule 61.2)

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Date of mailing (day/month/year) 27 September 2000 (27.09.00)	
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International filing date (day/month/year) 02 December 1999 (02.12.99)	Priority date (day/month/year) 03 December 1998 (03.12.98)
Applicant ELDERING, Charles, A.	

1. The designated Office is hereby notified of its election made:

☒ in the demand filed with the International Preliminary Examining Authority on:
30 June 2000 (30.06.00)

☐ in a notice effecting later election filed with the International Bureau on:

2. The election ☒ was

☐ was not

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